BH
BENSON & HEDGES
because quality matters

419

Dear Member,

Here are the "Benson & Hedges Privileges Club" Members Service Guide and complimentary Benson & Hedges cigarettes I wrote to you about a short time ago.

The Members Service Guide will save you hundreds of dollars on quality services and amenities wherever you travel.

Please accept your selected pack of Benson & Hedges cigarettes with our compliments.

Enjoy them both!

You'll find your Membership Card inside the front cover of your guide.

Sincerely,
René W. Simons

2061035520

120 PARK AVENUE, NEW YORK

Source: https://www.industrydocuments.ucsf.edu/docs/pplp0003

419

BENSON & HEDGES

because quality matters

Ultra Lights: 6 mg "tar," 0.6 mg nicotine—Lights Box: 10 mg "tar," 0.7 mg nicotine av. per cigarette, by FTC method. Lights Soft: 10 mg "tar," 0.7 mg nicotine—100's: 16 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Feb.'85.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

2

© Philip Morris Inc. [illegible]

2061035522

With our Compliments

Source: https://www.industrydocuments.ucsf.edu/docs/pplp0003